

DIANE WOODS
GENERAL MANAGER AND VICE PRESIDENT,
TIMBERLAND NORTH AMERICA



2014-2019 AMERICAS REVENUE

2014

\$775M*

REVENUE

+\$705M

2019

\$1.5B

REVENUE

5-year CAGR: 14%

% of total

45%*

REVENUE



75%
of \$ growth



15%
of \$ growth



10%
of \$ growth

% of total

47%

REVENUE

* Based on current outlook



2019 AMERICAS REVENUE GROWTH BY CHANNEL

2014-2019 CAGR

AMERICAS
WHOLESALE
+\$495M
REVENUE

AMERICAS
DTC STORES
+\$100M
REVENUE

AMERICAS
eCOMMERCE
+\$110M
REVENUE

2014-2019
13%
5-YEAR CAGR

2014-2019
10%
5-YEAR CAGR

2014-2019
31%
5-YEAR CAGR



AMERICAS MARKET OPPORTUNITY

HUGE ADDRESSABLE MARKET

Timberland Americas



18 Countries
7% Market Share

Americas



35 Countries
1 Billion People



¹ Based on current outlook. ² Rosetta 2013

KEY GROWTH DRIVERS - AMERICAS

Product Refinement & Diversification



Consumer Insights-Driven Strategy



Channel Discipline & Optimization



KEY GROWTH DRIVERS - AMERICAS

PRODUCT REFINEMENT & DIVERSIFICATION

SKU Rationalization



Lifestyle: Toe to Head



Premium Positioning



KEY GROWTH DRIVERS - AMERICAS

CONSUMER INSIGHTS-DRIVEN STRATEGY

Versatility



Outdoor Life Styler



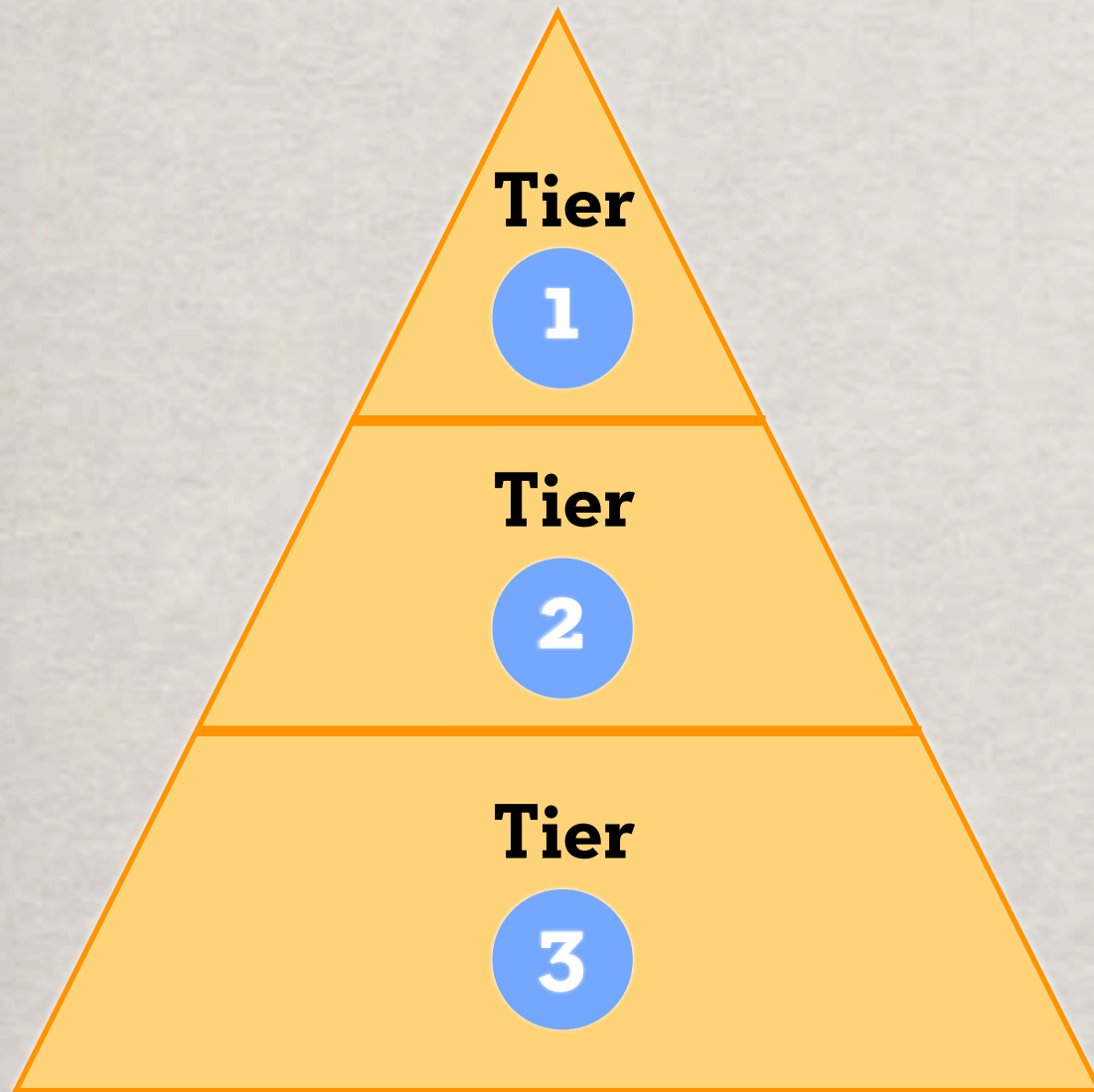
PRO



KEY GROWTH DRIVERS - AMERICAS

CHANNEL DISCIPLINE & OPTIMIZATION

**Order Process and
Disciplined Allocation**



**Win with
Winners - Wholesale**

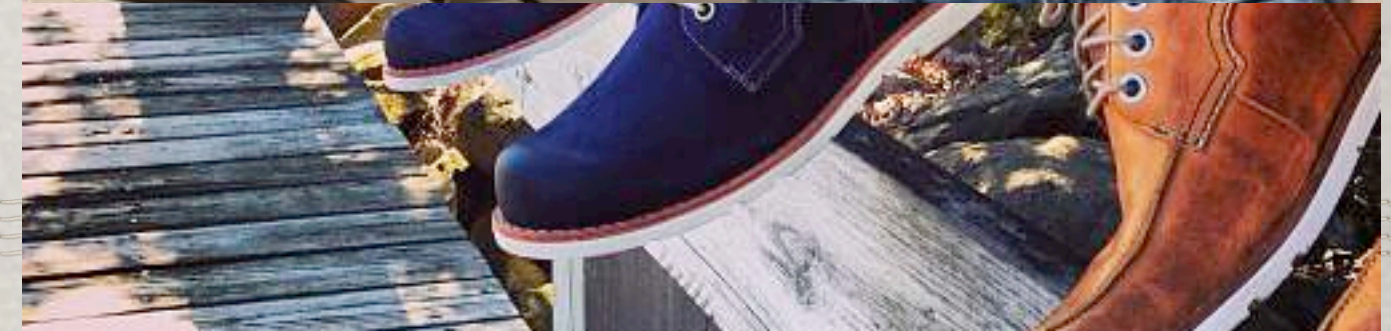


**Channel Distinction
& Segmentation**



REASONS TO BELIEVE

- 1 CONSUMER INSIGHTS-DRIVEN STRATEGY**
- 2 HUGE MARKET OPPORTUNITY**
- 3 DIVERSIFICATION AND EXPANSION OF PRODUCT PORTFOLIO**
- 4 FOCUSED STRATEGY, DISCIPLINED CHANNEL EXECUTION**
- 5 EVERY COUNTRY AND CHANNEL GROWING MORE PROFITABLY**





\$1.5B

2019 REVENUE - AMERICAS

